

ABSTRACT OF THE INVENTION

An inventive method and apparatus includes a network of servers for providing information on a push basis to a user or consumer that desires to receive event driven information according to specified conditions. The types of push information include event driven information services as well as very targeted advertisements. An information server receives location information that identifies the specific location or Picocell within which the consumer mobile terminal has traveled. Then, a consumer profile is transmitted to vendors proximate to the mobile terminal location as a part of determining whether to transmit information or advertisements to the consumer. If the consumer profile specifies solicited advertisements only, advertisements may only be sent if they include products or services as identified in the consumer profile information.